



Photo courtesy of  
Utah State University

Utah  
Creative  
Vitality  
Index  
**2010**



# Understanding the Creative Vitality Index

## What is the Creative Vitality Index?

The Creative Vitality Index (CVI) is an annual measure of the economic health of the arts-related creative economy in Utah. In the CVI, the creative economy is defined as including for-profit and nonprofit arts-related creative enterprises, and the key support and service activities that sustain them.

## What does the CVI measure?

The CVI is centered on creative vitality related to the arts as they are broadly defined, and not the culture field in general. Cultural activities that are not included in the scope of this study are endeavors such as science museums, botanical gardens, and the affiliated external education and outreach programs of these types of endeavors. This project is organized around the concept that while these activities have strong creative elements, they differ substantially from the creative work that is focused on and through the arts.

## Where does the information come from?

The CVI draws data from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc. (EMIS). The measures were selected for four core reasons: they are preexisting and do not require the collection of additional data; they are available in the form of annual updates; they can be easily compared nationally, across states and in regions within states; and experts have determined that they are reliable.

## How can the CVI be used in Utah communities?

The Creative Vitality Index is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Among many projected uses, the CVI can:

- Serve as a consistent tool to measure changes in Utah's creative economy
- Alert and educate communities concerning the components and dynamics of the creative economy
- Act as a framework to define and build a coalition to support and expand the creative economy
- Underscore and promote the economic relationships between for-profit sector and nonprofit sector
- Provide a source of information for arts advocacy messaging
- Track significant changes in the creative economy ecosystem so appropriate responses can be developed

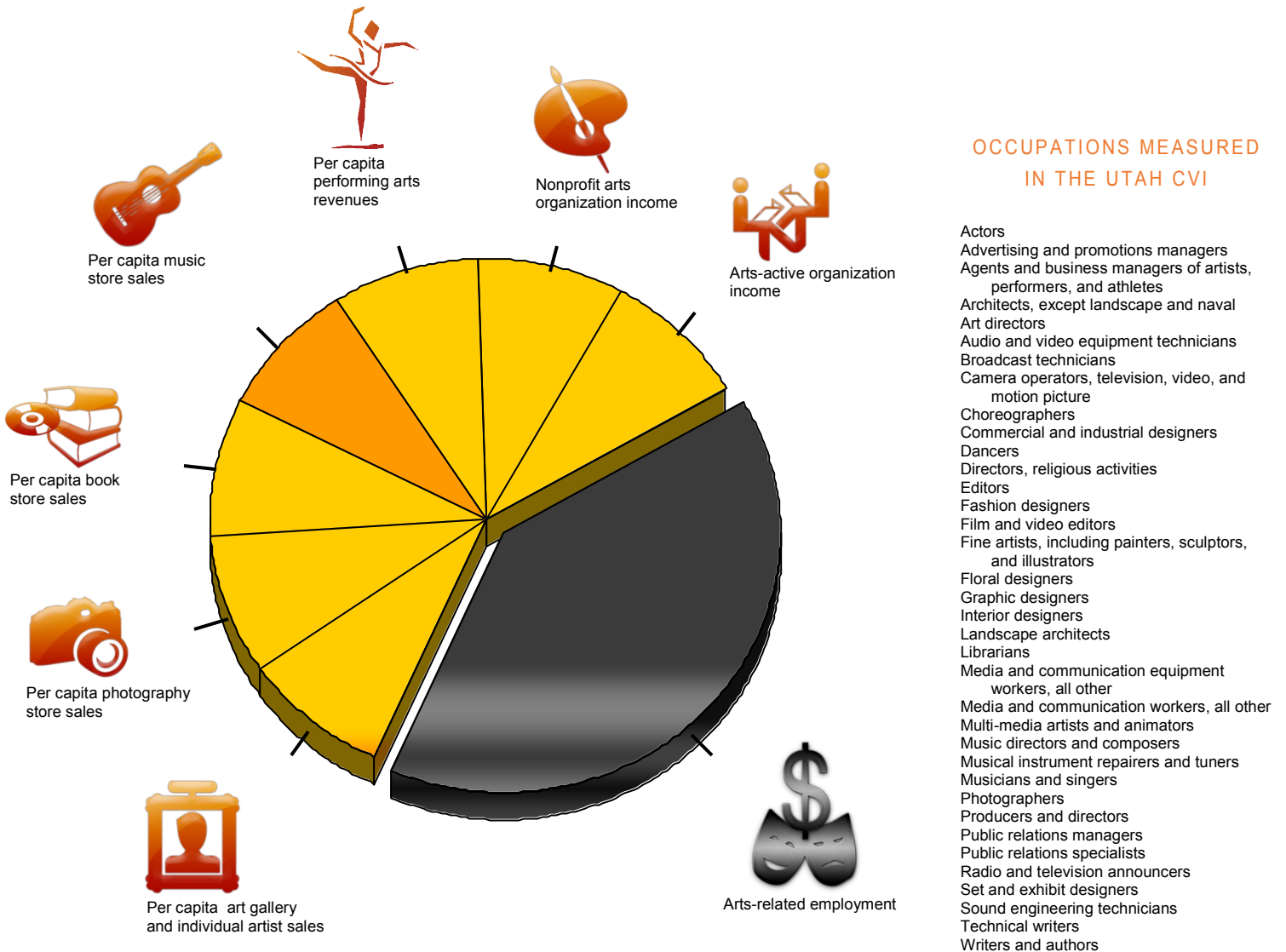
The CVI can be used as a tool for comparison; however, its greatest power is its ability to inform a community, and contribute to assessment and planning. A state or community's index rating should be understood in the context of an economy's size and trading position. For example, a community with a relatively small population that is not a trading center may continually have a relatively modest CVI rating. Such a rating may not indicate failure for an area, but that it has the opportunity to grow in different ways.

# Creative Vitality Index *Components*

The Creative Vitality Index has two major components. One component measures concentrations of **ARTS-RELATED EMPLOYMENT**; the other measures data collected from seven sources of **COMMUNITY PARTICIPATION**. The rationale for this approach is the underlying theory that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs.

**60%** Seven indicators of community participation in the arts

**40%** Arts-related employment in over thirty-five professional categories



*The Creative Vitality Index is not an index of raw creativity. The Index captures the economic dimension of creative activity in Utah's economy, not the creative potential of individuals.*

## UTAH'S CREATIVE VITALITY INDEX

The baseline score for the Creative Vitality Index is 1.00; this is the national score using the same data streams used locally. A region's score reflects a value relative to this national baseline; a score of 1.00 or greater means the area has a relatively strong arts sector.



## STATE COMPARISONS

Arizona	.68
Colorado	1.14
Idaho	.66
Montana	.90
New Mexico	.86
Wyoming	.89

## UTAH'S COMMUNITY ARTS PARTICIPATION

The Community Arts Participation Index, which is 60% of Utah's total Creative Vitality Index rating, measures seven selected indicators that point to the degree of connectedness between local residents and the arts. The theory behind this is that areas with higher levels of participation will not only benefit directly from this exposure on an individual basis, but will also support a social and cultural environment that is more conducive to producing and enjoying art and related creative activities.



## UTAH'S CREATIVE OCCUPATIONS



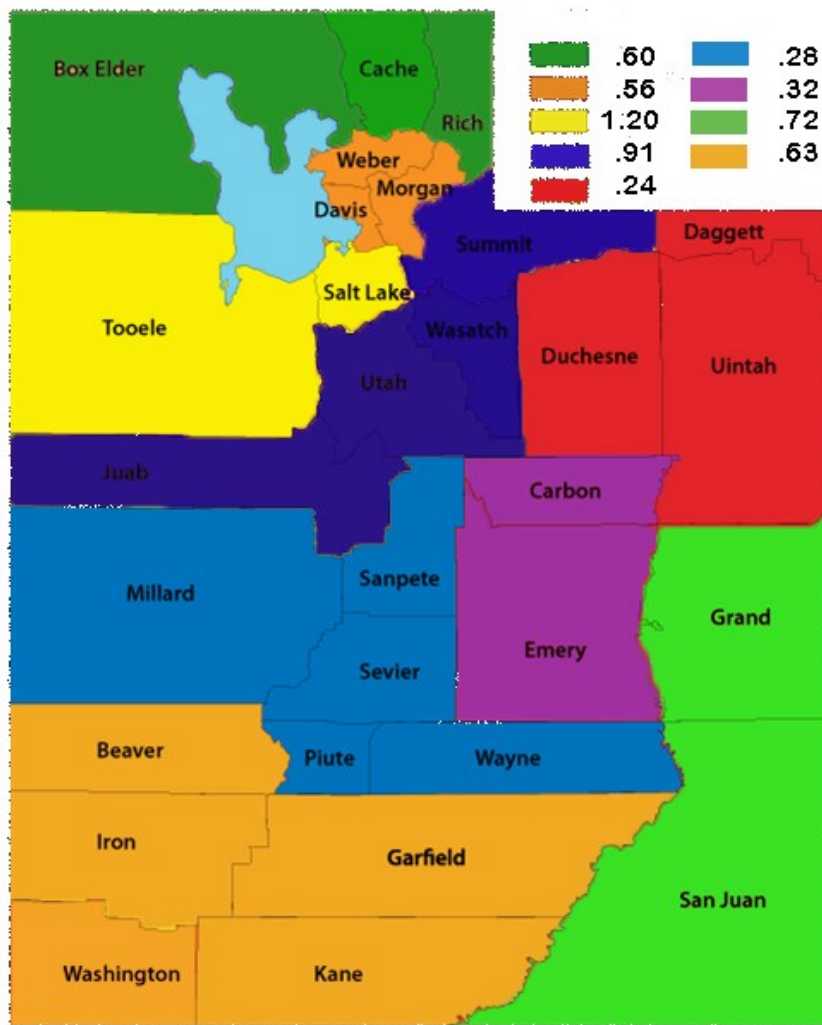
The Occupational Index of the Arts, which is 40% of Utah's total Creative Vitality Index rating, compares the concentrations of arts-related employment at the state and local levels with the nation as a whole. In 2010, data indicates that there are 41,602 jobs in arts-related occupations in the State of Utah as measured by the CVI.

The 2010 Index value indicates that the State of Utah has a higher concentration of creative employment than the nation as a whole with an Index value of 1.03. The highest amount of arts related occupations in Utah come from the Wasatch South/SLC (1.33), Mountainland/Provo (1.03), and Bear River North/Logan (.74) Workforce Development Areas.

## UTAH'S 2010 CVI NOTABLES

- The State of Utah outperformed the US on a per capita basis in three of the seven categories: music store sales, book and record store sales, and creative jobs.
- In comparison with the nation, Utah's overall CVI™ value rose from .83 to .88.
- 240 arts-related organizations.
- Utah generated \$100.1 million in non-profit arts organization revenues and over \$45 million in non-profit arts-active organization revenues.
- Over 41,600 people were employed in highly creative occupations
- Utah generated 453 creative jobs. Interior designers, media and communication workers, and photographers experienced substantial increases in jobs.
- Of all the creative industries in the State of Utah, independent artists generated the most revenue.
- Musical instrument store sales had the strongest industry CVI™ value of 1.33.

# Creative Vitality Index *By Economic Service Area in 2010*



*AGAINST A NATIONAL  
BASELINE OF 1.00,  
UTAH'S COUNTIES,  
MEASURED IN  
ECONOMIC SERVICE  
AREAS (ESA), RANKED  
FROM .24 TO 1.20 IN  
THE CREATIVE  
VITALITY INDEX  
FOR 2010.*

Economic Service Area	Counties Included	CVI
Bear River North ESA	Box Elder, Cache, Rich	.60
Castle Country ESA	Carbon, Emery	.32
Central ESA	Millard, Piute, Sanpete, Sevier, Wayne	.28
Mountainland ESA	Juab, Summit, Utah, Wasatch	.91
Southeast ESA	Grand, San Juan	.72
Southwest ESA	Beaver, Garfield, Iron, Kane, Washington	.63
Uintah ESA	Daggett, Duchesne, Uintah	.24
Wasatch North ESA	Davis, Morgan, Weber	.56
Wasatch South ESA	Salt Lake, Tooele	1.20
STATE OF UTAH		.88

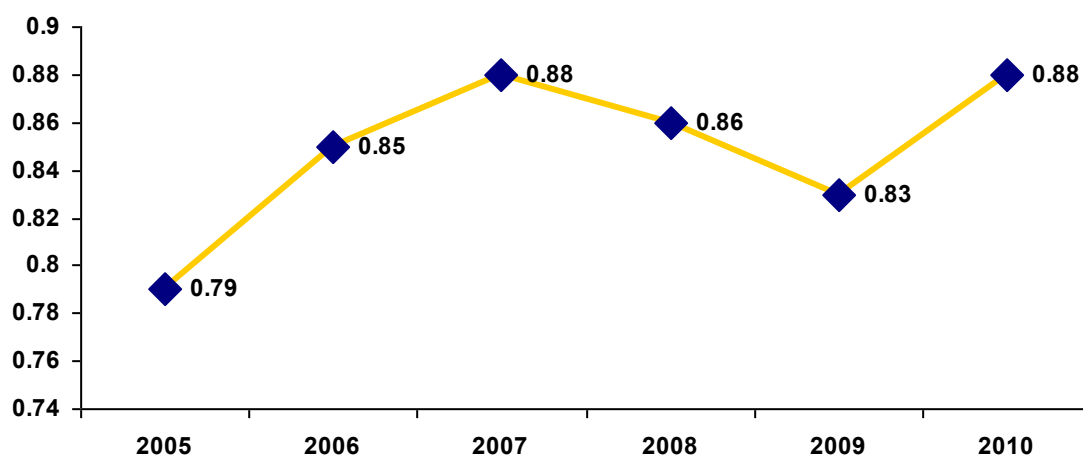
## GEOGRAPHIC BOUNDARIES

The CVI is an indicator of the economic health of the creative economy in the State of Utah. Although any defined geographic region can be studied, the basic geographic building block for the CVI in Utah is an Economic Service Area (ESA). An ESA is an artificial geographic subdivision of a state designated for employment-development purposes. Their boundaries coincide with county or multi-county borders.

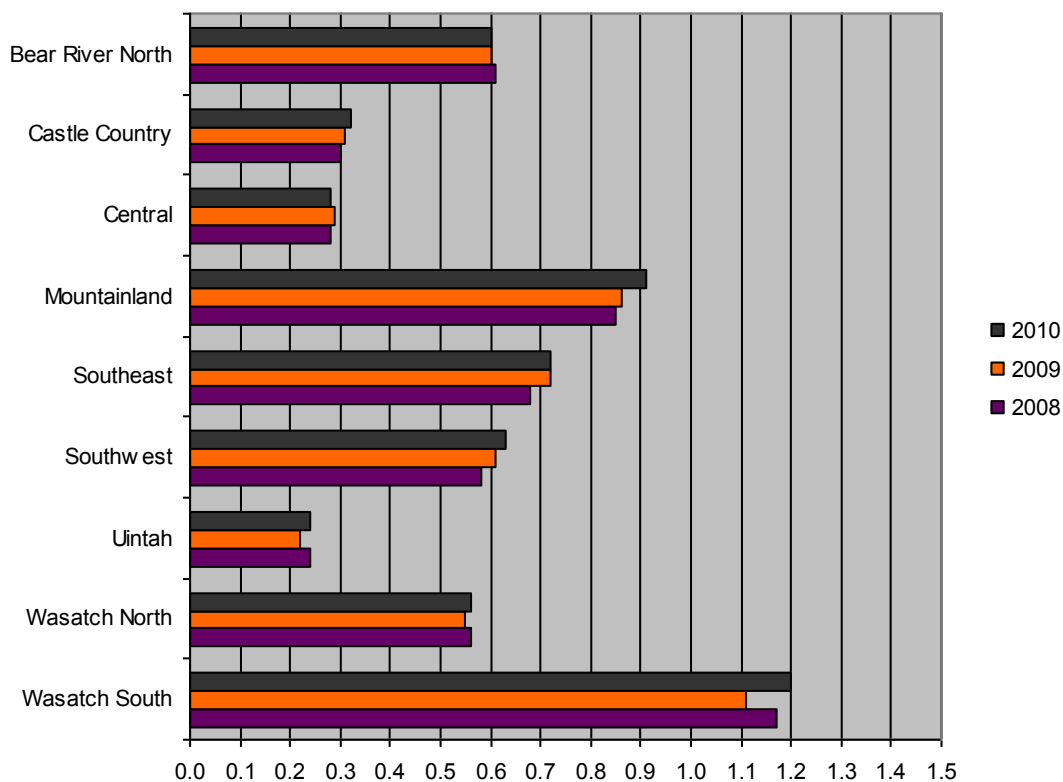


# Creative Vitality Index Utah Trends

## UTAH CVI ANNUAL VALUES



## UTAH CVI VALUES BY WORKFORCE DEVELOPMENT AREAS





## UTAH ARTS & MUSEUMS

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## ABOUT UTAH ARTS & MUSEUMS

Utah Arts & Museums has a goal to promote innovation in and the growth of Utah's arts and culture community. Arts & Museums includes the advisory boards of the Office of Museum Services and the Utah Arts Council.

Arts & Museums provides funding, education, and technical services to individuals and organizations statewide so that all Utahns, regardless of race, gender, ethnicity or economic status, can access, understand, and receive the benefits of arts and culture.

## ABOUT THE WESTERN STATES ARTS FEDERATION

WESTAF, the Western States Arts Federation, is a nonprofit arts services organization dedicated to the creative advancement and preservation of the arts. Based in Denver, Colorado, WESTAF fulfills its mission to strengthen the financial, organizational, and policy infrastructure of the arts by providing innovative programs and services to artists and arts organizations in the West and nationwide.

WESTAF is supported by the National Endowment for the Arts; the state arts agencies of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming; private and corporate foundations; and individuals.

